

AMENDMENT TO THE SPECIFICATION

Please amend the specification by marked up replacement paragraph(s) as follows.

[0032] Before describing the invention in detail, it is helpful to describe various environments in which the invention may be used. Accordingly, FIG. 1 is a diagram of an operational environment in which content receiver 110 and content manager or provider (hereinafter "content provider") 140 communicate by way of communications transmissions ~~432~~ 130 across a network environment 132 in accordance with one embodiment of the present invention. Communications transmission ~~432~~ 130 may be unilateral, bilateral or multilateral.

[0066] FIG. 3 illustrates an exemplary architecture for a communications device, such as for WCD 120 and device 210 of FIGS. 1 and 2, respectively. This architecture includes a processor 310, a memory 320, and an interface 340. In addition, the architecture of FIG. 3 may include transceiver(s) 350 such as a Bluetooth transceiver or other types of wireless communications transceivers, and antenna(s) 352 and/or RFID transponder or tag 330 and antenna 332. Bluetooth transceiver 350 and RFID tag ~~332~~ 330 may be implemented in a manner described above.

[0071] The architecture of FIG. 3 may also include a watermark detecting/decoding module ~~326~~ 360 for detecting, decoding and reading electronic (or digital) watermark encoded data, such as copyright information, access rating for content or other watermark encoded information.

[0072] The elements shown in FIG. 3 may be coupled according to various techniques. One such technique involves coupling processor 310, memory 320, RFID tag ~~332~~ 330, interface 340, transceiver(s) 350 and watermark detecting/decoding module 360 through one or more bus interfaces. In addition, each of these components may be coupled to a power source, such as a removable and rechargeable battery pack (not shown) or a fixed power supply.

[0074] FIG. 4 illustrates an exemplary architecture for a communications device, such as for receiver 110 and device 210 of FIGS. 1 and 2, respectively. This architecture includes a processor 410, a memory 420, and an interface 440. In addition, the architecture of FIG. 4 may include transceiver(s) 450 such as a Bluetooth transceiver or other types of wireless communications transceivers and antenna(s) 452 and communications line(s) 454, and/or RFID reader 430 and antenna 432. Bluetooth transceiver 450 and RFID reader ~~432~~ 430 may be implemented in a manner described above.

[0079] The architecture of FIG. 4 may also include a watermark detecting/decoding module ~~426~~ 460 for detecting, decoding and reading electronic watermark encoded data, such as copyright information, access rating for content or other watermark encoded information.

[0080] The elements shown in FIG. 4 may be coupled according to various techniques. One such technique involves coupling processor 410, memory 420, RFID reader ~~432~~ 430, interface 440, transceiver(s) 450 and watermark detecting/decoding module ~~426~~ 460 through one or more bus interfaces. In addition, each of these components may be coupled to a power source, such as a removable and rechargeable battery pack (not shown) or a fixed power supply.

[0095] For example, as shown in FIG. 6, a menu 600 of items may be provided to a user (or group of users) having an access rights level of Adult. The menu of items receivable by this user may include access to NEWS having a highest access rating (AR) of 11 years old, VIDEO having a highest AR of Adult, MUSIC having a highest AR of general audience (G), GAMES having a highest AR of 16 years old and MISCELLANEOUS SERVICES having a highest AR of Adult. The user may traverse the menu of items to select a content category or subcategory for output. For example, in FIG. 7, a sub-menu 700 of items is provided after a selection of VIDEO in FIG. 8 6 by a user having an access rights level of Adult. As shown in FIG. 8 7, the user is

offered menu items VIDEO 1, VIDEO 2, VIDEO 3 and VIDEO 4 having highest ARs of 7 years old, G, 16 years old, Adult, respectively.

[0096] In comparison, as shown in FIG. 8, a menu 800 of items may be provided to a user (or group of users) having an access rights level of 15 years old. The menu of items receivable by this user may include access to NEWS having a highest AR of 11 years old, VIDEO having an AR of 7 years old, MUSIC having an AR of General Audience. The user may traverse the menu of items to select a content category or subcategory for output. For example, in FIG. 9, a sub-menu 900 of items is provided after a selection of VIDEO in FIG. 8 by a user having an access rights level of 15 years old. As compared to the choices provided to a user with an access rights level of Adult in FIGS. 6 and 7, the user in FIG. 9 with an access rights level of 15 years old is only offered menu items VIDEO 1 and VIDEO 2 having ARs of 7 years old and General Audience.

[0101] Content guide 1000 may also include information identifying the manner in which particular content may be accessed or received, such as the location or address of the content (depending on the communications technologies), the data transport or mode attributes, format of the data, size of the data, timing information related to the data (e.g., start and end times) or any other information which may facilitate access to content from a content provider(s). In this example, content guide ~~400~~ 1000 includes IP-Session information including address, bit-rate, start time and end time, and programs offered are shown as being time dependent.

[0149] In this exemplary implementation, receiver 110 is configured to provide a user a time frame to leave and come back without initiating the process of determining a new access rights level for the audience and content control determination. For example, a user watching a program may temporarily leave the vicinity or region where the content is outputted (e.g., a recreation room) to go to the kitchen to grab some food. If the user comes back within the time

frame, receiver 110 continues to provide access to content at step 1508 as if the user did not leave.

[0154] At step 1704, receiver 110 determines a location of the newly detected user. This may be performed via GPS system or other well known position determining algorithm (e.g., by signal strength). At step 1706, receiver 110 determines whether a location of the new detected user exceeds a threshold distance or is outside a content consumption range. If so, at step 1708 receiver 110 continues to provide access to content based on the current access rights level of the audience of one or more detected users. Receiver 110 may continue to track the position of the new detected user to determine whether the user is within a distance threshold or consumption range, for example, until it is apparent that the user does not intend to consume or is not capable of consuming content. Such an indication of intent or incapability may be determined by the user's device being turned off, the user's position exceeding a second distance threshold or range, the expiration of a time period, and so forth.

[0166] At step 1906, a determination is performed as to whether the update request or operation is consistent with hierarchy rules, for example that an access rating of a child item may not exceed that of its parent item. If the update request or operation is inconsistent or violates the hierarchy rules, then the update request or operation is not performed at step 1908. Otherwise, if consistent or valid, at step 1910 the content guide is updated per the update request or operation.

[0170] At step 2008, the device performs the addition, modification or setting of access rights level accordingly. For example, an access rights database may be updated with the received access rights level (e.g., update of user access right profiles) or the device such as devices 120 and 210 may be set to operate at the received access rights level (e.g., selection of an access right profile for a device). Thereafter, per step 2010, access to content may be

implemented in accordance with the various access control implementations herein according to the received access rights level for the device.

[0180] At step, 2208, a determination is made whether the content is suitable for consumption according to the access rights level and access rating of the content. If not, at step 2210 consumption and access of the content is restricted. Otherwise, if suitable, the content may be accessed and consumed per step 2212.